



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).

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## **“LIFELINE ACROSS AMERICA” WORKING GROUP ANNOUNCES ENHANCEMENTS TO OUTREACH ON LIFELINE AND LINK-UP**

### *FCC/NARUC/NASUCA Working Group Implements Plan to Publicize Discounted Phone Rates for Low-Income Households*

Washington, DC -- The joint Federal Communications Commission (FCC), the National Association of Regulatory Utility Commissioners (NARUC), and the National Association of State Utility Consumer Advocates (NASUCA) “Lifeline Across America” Working Group announced enhancements to outreach on the Lifeline and Link-Up programs for income eligible consumers. Based on input received in 2006 from sources across the country, the Working Group has initiated several new outreach projects:

- **“Outreach Tool Kit.”** To assist social service and other consumer-related agencies in reaching out within their communities, the Working Group has developed and posted on its Web site ([www.lifeline.gov](http://www.lifeline.gov)) an “outreach tool kit” for Lifeline and Link-Up. The tool kit includes a sample press release on Lifeline and Link-Up, a sample news story on Lifeline and Link-Up, a fact sheet, links to Lifeline and Link-Up information on state PUC Web sites, a new flyer/poster in both color and black-and-white, current statistics on Lifeline and Link-Up in every state, and historical information.
- **Greater Coordination With Relevant Professional Social Service Associations.** Based on the information that the Working Group received in 2006, the Working Group has begun coordination with several key national organizations, *e.g.*, the National Association of Social Workers, that serve low-income consumers to ensure the broadest possible distribution of current and accurate information.
- **Greater Coordination With Regional Economic Development Organizations.** The Working Group has begun coordination on Lifeline and Link-Up with key Regional Economic Development Organizations, *e.g.*, the Delta Regional Authority.
- **Increase the FCC’s Ability to Serve Individual Consumers.** All ninety FCC Consumer Advocacy and Mediation Specialists who answer consumer calls have been provided updated training on federal and state Lifeline and Link-Up programs with the assistance of the Universal Service Administrative Company. The FCC’s call center is

now capable of helping individual consumers find state Lifeline and Link-Up applications and answering a greater range of consumer questions.

- **Tribal Outreach.** A plan for greater outreach on tribal lands has been developed in conjunction with the FCC's Tribal Liaison. The key elements of this plan are: strategic partnerships to leverage the in-depth knowledge of tribal organizations already engaged in working with tribal residents eligible for participation in income-based programs; and expanding outreach to tribal events such as national Pow-Wows.

The Working Group has also released on its Web site at [www.lifeline.gov](http://www.lifeline.gov) a report detailing its work to date.

The Working Group was formed in 2005 to address the problem of how to reach consumers who may be eligible for Lifeline and Link-Up and ensure they have access to information about the programs and how to apply. The members of the Working Group were chosen from the FCC, NARUC, and NASUCA. The initiative is called "Lifeline Across America."

The federal Lifeline and Link-Up programs enable eligible low-income consumers to save from up to \$10.00 on their basic monthly telephone service fee. In some states, the discount is even higher. Residents of tribal lands may be eligible for a total of \$35 in savings on their basic monthly phone bill. Link-Up pays for part of the consumer's connection or activation charge for new telephone service. More information on the Lifeline and Link-Up programs is available at [www.lifeline.gov](http://www.lifeline.gov).